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March 16, 2016

Marlene Dortch, Secretary  
Federal Communications Commission  
445 12<sup>th</sup> Street, SW  
Washington, DC 20554

**Re: Notice of Snagajob Oral Ex Parte Presentation; WC Docket Nos. 11-42, 09-197, 10-90**

Dear Ms. Dortch:

On March 14, 2016, Alisha Rodrigues and Jason Hamilton of Snagajob<sup>1</sup> and Louise Hilsen and Joshua Guyan of Kelley Drye & Warren LLP met with Ryan Palmer, Jay Schwarz, Chas Eberle, Garnet Hanly, Nathan Eagan, Christan Hoefly and Jodie Griffin (by phone) of the Wireline Competition Bureau (Bureau) to discuss Snagajob's mobile "app" designed to connect workers with hourly jobs. Snagajob supports the Commission's proposal in the Second Further Notice of Proposed Rulemaking (FNPRM)<sup>2</sup> to modernize the Lifeline program to support mobile broadband.

Snagajob's mission is furthered by hourly job seekers, which are often low-income, having affordable access to mobile communications services, including voice, text and broadband so that such workers can use the Snagajob mobile app, and be contacted by potential employers by voice, text or data (email or messaging) to fill open positions. The Lifeline program can help to provide affordable access to such services, and Lifeline providers can provide low-income job seekers with the smartphones that facilitate use of mobile applications

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<sup>1</sup> Snagajob serves more than 70 million registered job seekers and hosts over one million active job postings. See <http://www.snagajob.com/>.

<sup>2</sup> See *Lifeline and Link Up Reform and Modernization, Telecommunications Carriers Eligible for Universal Service Support, Connect America Fund*, WC Docket Nos. 11-42, 09-197, 10-90, Second Further Notice of Proposed Rulemaking, Order on Reconsideration, Second Report and Order, and Memorandum Opinion and Order, FCC 15-71 (rel. June 22, 2015) (Second FNPRM).

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like Snagajob to improve their economic circumstances. Therefore, Snagajob is in discussions with members of the Lifeline Connects Coalition (Coalition)<sup>3</sup> to find ways to connect Lifeline customers to Snagajob's job search, application preparation and counseling services.

During the meeting, Ms. Rodrigues and Mr. Hamilton discussed the products and services offered by Snagajob and the demographic background of its customers consistent with the included exhibit, and provided a demonstration of the Snagajob mobile app.

Pursuant to Section 1.1206(b) of the Commission's rules, this letter is being filed electronically.

Respectfully submitted,



Joshua T. Guyan  
Kelley Drye & Warren LLP  
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Enclosure

cc: Ryan Palmer  
Jay Schwarz  
Chas Eberle  
Garnet Hanly  
Nathan Eagan  
Christian Hoefly  
Jodie Griffin

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<sup>3</sup> The members of the Lifeline Connects Coalition are i-wireless, LLC, Telrite Corporation, Blue Jay Wireless, LLC, and American Broadband & Telecommunications Company. Louise Hilsen and Joshua Guyan represent the Lifeline Connects Coalition.

# EXHIBIT

# Snagajob & The FCC

The Future of Mobile

March 14, 2016

**snagajob**  
Works for you.

# Why we're here.

- 1 Introduce Snagajob.
- 2 Demo the Snagajob mobile app and address any questions.

## Our mission.

To put people into right fit positions so they  
can maximize their potential and live more  
fulfilling lives.

# Snagajob's hourly network at a glance.

**8.0**  
**MILLION**  
TOTAL ANNUAL  
JOB POSTINGS

**14.8**  
**THOUSAND**  
CURRENT  
COMPANIES

**568**  
**MILLION**  
TOTAL ANNUAL  
SEARCHES

**45**  
**MILLION**  
TOTAL ANNUAL  
APPLICATIONS

# Snagajob's diverse community.

Our job seeker network is over 70M strong



Male 46%  
Female 54%

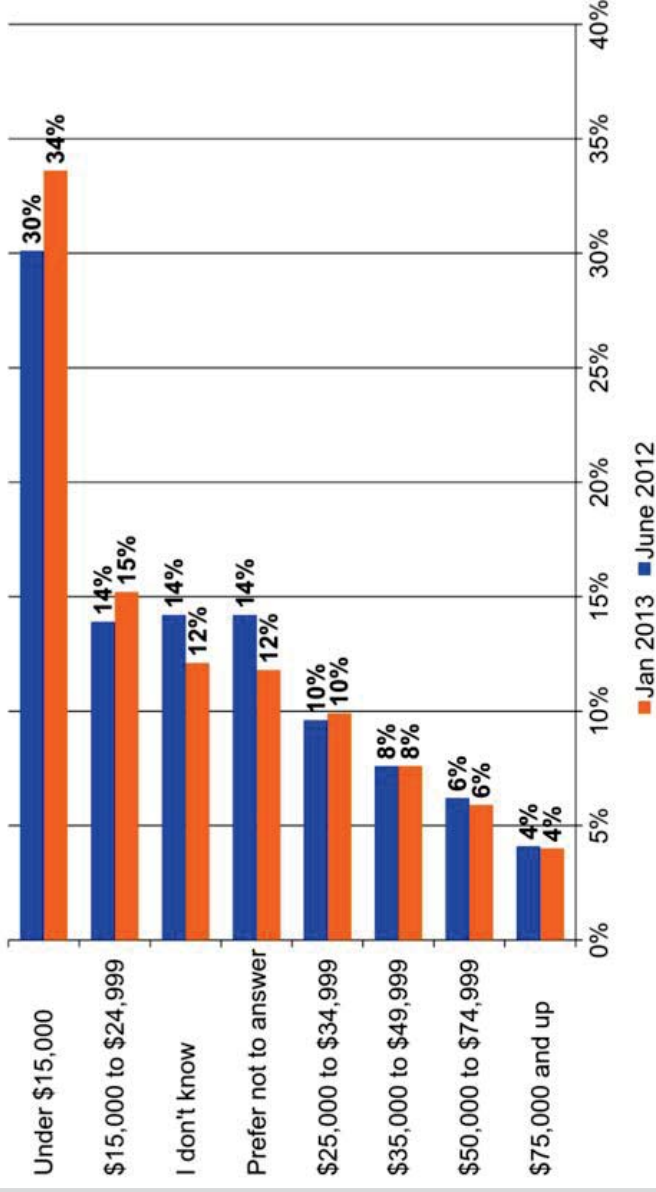
Under 18 17%  
18-24 40%  
25-34 16%  
35-44 8%  
45-54 6%  
55+ 13%

High School/GED 68%  
Other 14%  
Bachelor's 6%  
Associate 6%  
Vocational/Trade 3%  
Certification 2%  
Masters 1%

Caucasian 41%  
African-American 36%  
Hispanic 16%  
Other 7%

# Snagajob member income levels.

Total Yearly Household Income Before Taxes



Source: Snagajob quarterly job seeker survey, Jan 2013

# How we engage with our seekers.



**198,000 fans**

2 posts per day

Funny, motivating, helpful



**14,000 followers**

Average 40-50 tweets per day

Respond to every mention of

SAJ



@Shattered1992 I think following up one more time in person is a great idea! Check this out: [snagajob.com/resources/follow-up](http://snagajob.com/resources/follow-up)

8:50 AM - 9 Feb 2015



**800 + articles**

Covering job search tips, timely events, contests



Interview outfits

Hired members

Motivational quotes



Motivational quotes

Snagajob culture

Hired members



Funny, casual,

motivational

images & gifs

# We're solving for the mobile experience.



Source: Snagjob internal data.

# A few of Snagajob's hiring partners.



Panera  
BREAD®



at&t



THE RITZ-CARLTON



# Why we're here.

- 1 Introduce Snagajob.
- 2 Demo the Snagajob mobile app and address any questions.

# More than traditional job search.



On-demand  
shift work



Location & route  
based jobs / shifts



Onboarding



Scheduling



Payments

A large, solid orange circle is centered on a textured, light brown background that resembles recycled paper or cardboard. The circle is the primary focus of the image.

Questions?

Thank you.

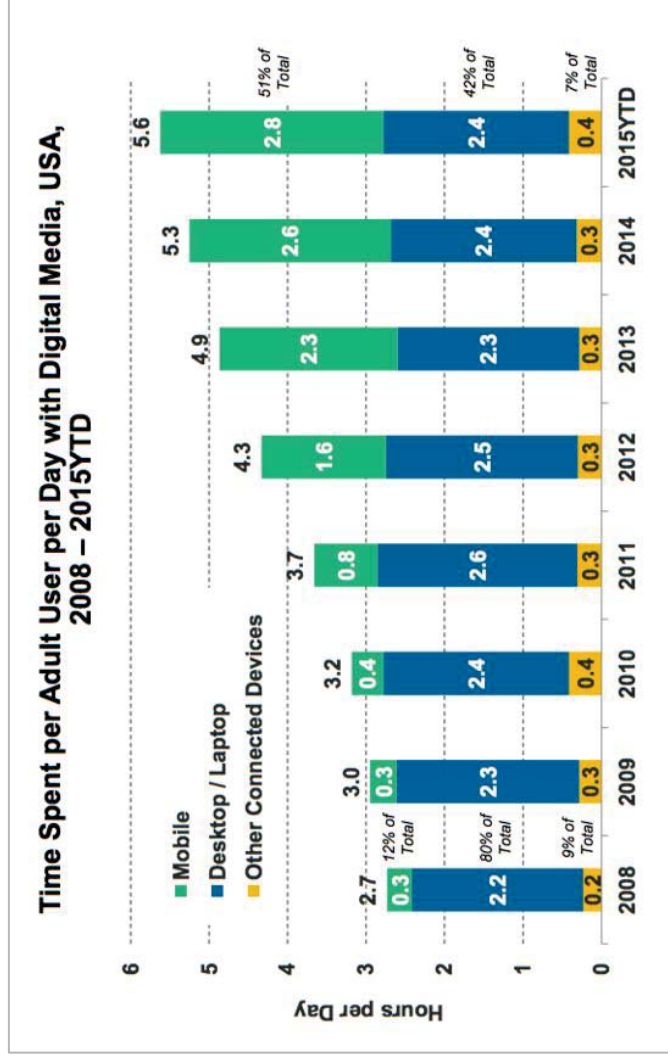
# Job search is core to Lifeline mandate.

"Since 1985, the Lifeline program has provided a discount on phone service for qualifying low-income consumers to ensure that all Americans have the opportunities and security that phone service brings, **including being able to connect to jobs**, family and emergency services."

"As a universal service program that fulfills Congress's mandate to ensure the availability of communications to all Americans, Lifeline for nearly 30 years, has helped tens of millions of low-income Americans afford basic phone service. **Access to telephone service is essential for finding a job**, connecting with family, or getting help in an emergency."

-Fcc.gov website

# Mobile is a key enabler of access today.



"10% of Americans own a smartphone but do not have broadband at home, and 15% own a smartphone but say that they have a limited number of options for going online other than their cell phone. Those with relatively low income and educational levels, younger adults, and non-whites are especially likely to be smartphone-dependent."

-Pew Research Center, 2015

"94 percent of lower-incomes families have some kind of access to the Internet, but 23 percent of those families (and a full one-third of families living below the poverty line) rely on mobile-only access."

-Education Week, 2016